

# Cultural Sensitivity & Local Contribution in Business & Education

How to Build International Business  
in deglobalization Era?

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**April 3-5 2019, Casablanca Morocco**

The host institution  
**emlyon business school**  
Casablanca campus



In recent years, globalization of business has led to exceptional changes from product adaptation to the way we interact with customers.

With the connectedness, the computing power, the data, things just are moving at a faster pace, so companies operating in diverse markets face new challenges and local communities ask for meaningful social contributions and local impacts.

Companies have to think global, act local, but then also think about how taking into account local issues impact them somewhere else. They need to continually move back and forth between local and global.

With Trump's Era, Brexit..., the myth of a borderless world has come crashing down and managers need to adapt their international strategies and give more importance to local issues and cultural sensitivity of their business in order to create better local anchorage and then assure sustainability and optimize the development for everybody's profitability.

- How international companies have to deal with this new era?
- How continue to think globally and in the same time enhance local action and anchorage?
- How to take into consideration diversity and cultural sensitivity without altering company values and culture?
- How business schools could contribute to answer these new challenges?

**Join us and spend 3 most exiting and unforgettable days  
with the colleagues from all over the World !**

As it has already become a tradition, the first day of the conference will be dedicated to therepresentatives from Business Schools. During the second Conference day we will focus on Business issues, related to the conference topic, and on the third day Conference participants will visit the leading international Business companies situated in Casablanca, that will share their experience in making positive impact to the local community achieving ambitious business goals.

The whole conference will be finalized by the remarkable Gala dinner.

	BMDA member	Non BMDA member
Early Bird Fee (until 31 12 2018)	390 EUR	490 EUR
Normal Fee (from 01 01 2019 – 01 03 2019)	490 EUR	590 EUR
Late fee ( from 02 03 2019)	590 EUR	690 EUR

**OPPORTUNITY TO HAVE A BOOTH**

There is provided an opportunity to have an institution representing booth just paying 690 € (for BMDA MEMBERS 590 € ). Conference participation fee included.



## **ECONOMIC GROWTH IN AFRICA AND MOROCCO'S SUPPORTING ROLE**

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In 2010 the McKinsey Global Institute described the potential and progress of African economies as “lions on the move”. Today, despite the collapse of global commodity prices and political shocks that have slowed growth in North Africa, Africa’s economies easily rank among the most resilient in the world.

Overall, the continent achieved average real annual GDP growth of 3% in 2018. Africa is favorably positioned to become the 2nd fastest growing region in the world and across Africa, there are enormous opportunities to make healthy returns and play a part in continued progress of the world’s most dynamic continent. More than ever, Morocco is playing an increasingly important role in Africa by registering as part of a long-term vision based on the virtues of South-South cooperation and on the imperative of human development, establishing fair and balanced equitable economic relations. The role of Morocco as a country (which is stable politically and economically) is crucial in developing business opportunities and South-North cooperation.

## **CASABLANCA – ONE OF THE TOP CITIES FOR DOING BUSINESS IN AFRICA**

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The economic capital of Morocco is quite notable in African business now. It became the first African investor in Central and West Africa. Technical cooperation agreements, cultural as well as several trade agreements have helped to intensify trade and investment to confer on Morocco’s position second transmitter African FDI in Africa. Casablanca has an intriguing mix of modern urban life punctuated by rich cultural traditions. With its established cosmopolitan shopping, nightlife, cafes and chic restaurants and beach clubs overlooking the Atlantic Ocean, Residential boulevards that wouldn’t look out of place in Beverly Hills, the “White City” is definitively the heart and soul of 21st century Morocco.